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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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January 28, 2022

Ald. Milele A. Coggs  
(414) 286-2994

## **REMINDER: MKE Business Now Entrepreneurship Summit is Tomorrow**

The **MKE Business Now Entrepreneurship Summit**, an annual showcase of resources available to help launch, grow, and sustain Milwaukee's next great business ventures, will take place virtually tomorrow - **Saturday, January 29** beginning at 10 a.m.

The event, in its 10<sup>th</sup> year hosted by **Alderman Milele A. Coggs**, is sponsored by the City of Milwaukee, American Family Insurance, U.S. Bank and the Historic King Drive Business Improvement District #8. The summit will run from **10:00 a.m. to 2:00 p.m.** and include organizations and experts showcasing resources and strategies they can provide to local entrepreneurs, including **workshops** that begin at 10:00 a.m. and a **panel discussion** scheduled for 1:00 p.m. **All parts of tomorrow's virtual event are free and open to the public.**

This MKE Business Now Entrepreneurship Summit will be streamed live on the City Channel (channel 25 on Spectrum Cable and channel 99 on AT&T U-Verse in the City of Milwaukee) and via streaming video on the city website at [city.milwaukee.gov/Channel25](http://city.milwaukee.gov/Channel25). Additionally, those interested can view the event on Alderman Coggs' Facebook page at [www.facebook.com/ald.coggs](https://www.facebook.com/ald.coggs).

The MKE Business Now Entrepreneurship Summit is held to support the growth of local entrepreneurship and help innovators stimulate economic development, neighborhood reinvestment and job creation.

**-More-**

## MKE Business Now/ADD ONE

The summit's feature event is a **live panel discussion** from 1:00 to 2:00 p.m. titled "***How to turn your hustle and passion into a business,***" moderated by Ms. **Ray Hill**, executive director of the Historic King Drive BID. The panelists will be **Jamila Riley**, owner and lead designer of J. Riley, **Aziz Abdullah**, Co-Founder of INPOWER, **Dwight Jackson**, Owner/Operator Pepper Pot, **Angela Mallett**, founder of HoneyBee Sage Wellness & Apothecary, and **Rosy Petri**, Artist at Paradise Home.

The public can go to <https://tinyurl.com/yckma9rw> to watch the panel live and to be able to ask questions of the panelists.

Also can you add starting tomorrow at MLK Library 310 W Locust business resource packets will be available for pick up.

**Four virtual workshops** begin the summit:

- **10 a.m. -Get the Money: How to Get Finances for Your Business** presented by Wisconsin Women's Business Initiative Corp., Department of City Development, and KIVA
- **10:45 a.m. - Creating a Lead Funnel for Attracting New Customers** presented by: Aziz Abdullah, Co-Founder INPOWER
- **11:30 a.m. - Get in the Game: How to Access Business Opportunities with American Rescue Plan Act** presented by the Milwaukee Health Department, Milwaukee Department of City Development, Employ Milwaukee, Social Development Commission, and City of Milwaukee Office Equity and Inclusion
- **12:15 p.m. - Small brand: BIG impact** presented by Ebony Ssali, owner of Ssali Media Group.

Also, starting tomorrow at MLK Library, 310 W. Locust St., **free business resource packets** will be available for members of the public to pick up.

"I am excited to once again be able to provide our entrepreneurs with an avenue to connect with a wealth of local assets and sources of expertise," Alderwoman Coggs said. "Milwaukee's business community is at its finest when all of its members pull together to succeed."

PLEASE JOIN US!

## WORKSHOPS & PANEL DISCUSSION

**10:00 AM**

### **Get the Money: How To Get Finances for Your Business**

Presented by: Wisconsin Women's  
Business Initiative Corporation,  
Department of City Development, KIVA

**10:45 AM**

### **Creating a Lead Funnel for Attracting New Customers**

Presented by: Aziz Abdullah,  
Co-Founder INPOWER

**11:30 AM**

### **Get In the Game: How to Access Business Opportunities With American Rescue Plan Act**

Presented by: Employ Milwaukee,  
Department of City Development, Milwaukee  
Health Department, Social Development  
Commission, Office of Equity & Inclusion

**12:15 PM**

### **Small Brand: BIG Impact**

Presented by: Ssali Media Group

**1:00 PM**

### **Panel Discussion**

How To Turn Your Hustle and  
Passion Into a Business



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**SATURDAY  
JANUARY 29  
10AM – 2PM  
VIRTUAL  
LIVESTREAM**

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**WHERE TO WATCH**  
**[facebook.com/ald.coggs](https://facebook.com/ald.coggs)**  
**[milwaukee.gov/citychannel](https://milwaukee.gov/citychannel)**

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**PARTICIPATE IN THE  
PANEL DISCUSSION**  
**<https://tinyurl.com/yckma9rw>**

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**SPONSORED BY:**



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This FREE and VIRTUAL event includes workshops,  
a panel discussion, and resources from organizations  
that are available to help Milwaukee entrepreneurs.  
It is a showcase of resources available to help  
launch new business ventures and an opportunity  
to connect with established local professionals.

PLEASE JOIN US!

1:00 PM

MODERATOR

PANELISTS

PANEL DISCUSSION

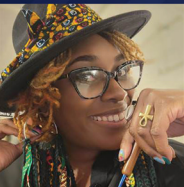
How To Turn Your Hustle and Passion Into a Business



**RAY HILL**  
**Executive Director,**  
Historic King Drive Business  
Improvement District No. 8



**ANGELA MALLET**  
**Founder,**  
HoneyBee Sage  
Wellness & Apothecary



**JAMILA RILEY**  
**Owner & Lead Designer,**  
J. Riley



**DWIGHT JACKSON**  
**Restaurant Owner/Operator,**  
Pepper



**AZIZ ABDULLAH**  
**Co-Founder,**  
INPOWER



**ROSY PETRI**  
**Artist at Paradise Home**



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